

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant: D. Fishteyn et al.

Application No.: 10/801,199 Filed Date: March 16, 2004

Titled: System and Method for Ranking the Quality of Internet Traffic Directed From One Web Site to Another

MIVA AK, Inc., Ajax Media LTD., Adknowledge, Inc. a Corporation/ Corporation/ Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

States that it is:

1. ☒ the assignee of the entire right, title, and interest in; or
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or  
the patent application/patent identified above, by virtue of either:  
A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in  
the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a  
copy therefore is attached.

**OR**

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: B&B Enterprise, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
Reel: 015119 Frame: 0017
- 2.. From: B&B Enterprise, Inc. To: Seymour Acquisition Co., Inc.  
The document was recorded in the United States Patent and Trademark Office at  
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3. From: Seymour Acquisition Co., Inc. To: B&B Advertising, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
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4. From: MIVA, Inc., B&B Advertising, Inc., MIVA (UK) Limited To: U.S. Acquisition Sub, Inc. (whose name has been changed to  
MIVA AK, Inc.), Ajax Media LTD., Adknowledge, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
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5. From: U.S. Acquisition Sub, Inc. To: Miva AK, Inc.  
The document was recorded in the United States Patent and Trademark Office at  
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☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Respectfully submitted

Date: February 19, 2010

/Jerome R. Smith, Jr./

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